

1 of 3

Last Received: 10/

Rep Firm  
Sales Office ( ) DALLAS  
Salesperson ( ) CANDY OREM AE.  
  
Salesperson Phone# 214-525-2617  
Salesperson FAX# 214-522-9362

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	5A-6A	5A NEWS	:15	\$75.00	10/29-10/29	2	1	2	\$150.00	-----
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	2	TU	5A-6A	5A NEWS	:15	\$75.00	10/30-10/30	2	1	2	\$150.00	-----
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	3	W	5A-6A	5A NEWS	:15	\$75.00	10/31-10/31	2	1	2	\$150.00	-----
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	4	F	5A-6A	5A NEWS	:15	\$75.00	11/02-11/02	2	1	2	\$150.00	-----
Rating: 1.0												
Buyline Comment: BOOKENDS.												
	5	TU	5P-530P	5P NEWS	:15	\$250.00	10/30-10/30	2	1	2	\$500.00	-----
Rating: 4.0												
Buyline Comment: BOOKENDS.												
	6	TH	5P-530P	5P NEWS	:15	\$250.00	11/01-11/01	2	1	2	\$500.00	-----
Rating: 4.0												
Buyline Comment: BOOKENDS.												

Rep Order# 9844208  
EC'd Yes

Ver# 3

Mod# 1

Status Confirmed

Traffic Order# 65905

Printed: 10/18/2012 3:09 PM  
Last Received: 10/16/2012 10:47 AM

2 of 3

Showing Buylines: All Lines

Station WOAT-TV SAN ANTONIO  
Advertiser ( ) POLITICAL  
Product DONNA CAMPBELL  
Estimate# 4Q12  
Buyer HALEY BETH  
Phone#  
Fax#Agency ( ) WEEKS & CO  
6060 N CENTRAL EXPRESSWAY, SUITE 560  
DALLAS, TX 75206  
Agency C/P1/P2/E //4Q12  
Flight Dates 10/29/2012 - 11/04/2012  
Hiatus WeeksRep Firm  
Sales Office ( ) DALLAS  
Salesperson ( ) CANDY OREM AE.  
Salesperson Phone# 214-525-2617  
Salesperson FAX# 214-522-9362

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	7	M	530P-6P	530P NEWS	:15	\$375.00	10/29-10/29	0	0	0	\$0.00	

Rating: 5.0

Buyline Comment: BOOKENDS.  
[MADE-GOOD BY LINE(S) 14 15]

14	M-TU	12P-1P	TODAY SHOW	:15	\$87.50	10/29-10/30	4	1	4		\$350.00	
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Rating: 2.0

Buyline Comment: BOOKENDS.  
[MKGD FOR SPOTS MISSED ON LN #7: 10/29(2/WK)]

15	SU	8A-9A	MEET THE PRESS	:15	\$200.00	11/04-11/04	2	1	2		\$400.00	
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Rating: 1.0

Buyline Comment: BOOKENDS.  
[PART OF A MKGD MADE UP OF LINES 14 15]

8	M	6P-630P	6P NEWS	:15	\$312.50	10/29-10/29	2	1	2		\$625.00	
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Rating: 3.5

Buyline Comment: BOOKENDS.

9	W	6P-630P	6P NEWS	:15	\$312.50	10/31-10/31	2	1	2		\$625.00	
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Rating: 3.5

Buyline Comment: BOOKENDS.

10	M	10P-1035P	10P NEWS	:15	\$475.00	10/29-10/29	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

11	TU	10P-1035P	10P NEWS	:15	\$475.00	10/30-10/30	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

12	TH	10P-1035P	10P NEWS	:15	\$475.00	11/01-11/01	2	1	2		\$950.00	
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Rating: 4.5

Buyline Comment: BOOKENDS.

Station WOAI-TV SAN ANTONIO  
 Advertiser ( ) POLITICAL  
 Product DONNA CAMPBELL  
 Estimate# 4Q12  
 Buyer HALEY BETH  
 Phone#  
 Fax#

Agency ( ) WEEKS & CO  
 6060 N CENTRAL EXPRESSWAY, SUITE 560  
 DALLAS, TX 75206  
 Agency C/P1/P2/E //4Q12  
 Flight Dates 10/29/2012 - 11/04/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) DALLAS  
 Salesperson ( ) CANDY OREM AE.  
 Salesperson Phone# 214-525-2617  
 Salesperson FAX# 214-522-9362

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	SU	1035P-1105P	LATE NEWS	:15	\$475.00	11/04-11/04	2	1	2	\$950.00	

Rating: 4.2

Buyline Comment: BOOKENDS.

---REPORT TOTALS---

Report Totals: 30 / \$7,400.00

---SALES MONTHLY TOTALS---

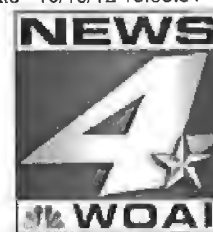
Nov 12: 30 / \$7,400.00  
 Sales Totals: 30 / \$7,400.00  
 Station Totals: 30 / \$7,400.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$24,667	CABL 0%	ICAI 0%	KABB 0%	KCWX 0%	KENS 0%
		KWYS 0%	KPXL 0%	KSAT 0%	KWEX 0%	UNKN 70%
		WOAI 30%				

Books null  
 Demos RA35+

## ORDER



WOAI-TV

**Orders**  
**Order / Rev:** 65905  
**Alt Order #:** 09844208  
**Product Desc:** TX STATE SENATE/DIST 25/REPUBLIC  
**Estimate:** 4Q12  
**Flight Dates:** 10/29/12 - 11/04/12  
**Original Date / Rev:** 10/15/12 / 10/16/12  
**Order Type:** GENERAL

**Primary AE:** Millennium Dallas  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Weeks & Co.  
**Buying Contact:**  
**Billing Contact:**  
 6060 N Central Expressway, Suite 560  
 Dallas, TX 75206

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Donna Campbell/Rep/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	15	\$7,400.00	\$6,290.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$7,400.00	\$6,290.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$7,400.00</b>	<b>\$6,290.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Dallas			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WOAI-TV	30%	\$7,400.00
Market	100%	\$24,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	0%	\$0.00
KENS	0%	\$0.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	0%	\$0.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	70%	\$17,266.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/29/12	10/29/12	Local 5a News	CM	5:00 AM-6:00 AM	M-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
				Local 5a News											

5A NEWS BOOKENDS.

Order / Rev: 65905  
 Alt Order #: 09844208  
 Flight Dates: 10/29/12 - 11/04/12

Advertiser: Donna Campbell/Rep/Senale  
 Product Desc: TX STATE SENATE/DIST 25/REPUBLIC  
 Estimate: 4Q12  
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/29/12	10/29/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	M-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$150.00		0.00				
E 2	WOAI	10/30/12	10/30/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	-T-----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$150.00		0.00				
E 3	WOAI	10/31/12	10/31/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	--W----	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$150.00		0.00				
E 4	WOAI	11/02/12	11/02/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	----F--	:15/:15	1	\$150.00	P-3	0.00	BK	1	\$150.00
5A NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$150.00		0.00				
E 5	WOAI	10/30/12	10/30/12	Local 5p News Local 5p News M-F	CM	5:00 PM-5:30 PM	-T-----	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00
5P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$500.00		0.00				
E 6	WOAI	11/01/12	11/01/12	Local 5p News Local 5p News M-F	CM	5:00 PM-5:30 PM	---T---	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00
5P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$500.00		0.00				
E 8	WOAI	10/29/12	10/29/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM	M-----	:15/:15	1	\$625.00	P-3	0.00	BK	1	\$625.00
6P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$625.00		0.00				
E 9	WOAI	10/31/12	10/31/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM	--W----	:15/:15	1	\$625.00	P-3	0.00	BK	1	\$625.00
6P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$625.00		0.00				
E 10	WOAI	10/29/12	10/29/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	M-----	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$950.00		0.00				
E 11	WOAI	10/30/12	10/30/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	-T-----	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$950.00		0.00				
E 12	WOAI	11/01/12	11/01/12	Late 10p News M-F Late 10p News M-F	CM	10:00 PM-10:35 PM	---T---	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
10P NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$950.00		0.00				
E 13	WOAI	11/04/12	11/04/12	Late 10p News Su Late 10p News Su	CM	10:35 PM-11:05 PM (10:35 PM-11:05 PM)	-----S	:15/:15	1	\$950.00	P-3	0.00	BK	1	\$950.00
LATE NEWS BOOKENDS.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$950.00		0.00				
N 14	WOAI	10/29/12	10/30/12		CM	12p-12:58p	MT-----	:15/:15	2	\$175.00	P-3	0.00	BK	2	\$350.00

Order / Rev: 65905  
Alt Order #: 09844208  
Flight Dates: 10/29/12 - 11/04/12

Advertiser: Donna Campbell/Rep/Senate  
Product Desc: TX STATE SENATE/DIST 25/REPUBLIC  
Estimate: 4Q12  
**WOAI-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show III											
				Today Show III											
12P TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----			2		\$175.00		0.00				
N 15	WOAI	11/04/12	11/04/12	Meet The Press	CM	8a-9a	-----S	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00
				Meet The Press											
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$400.00		0.00				
													Totals	15	\$7,400.00